

A system and method for enabling a user to transact an anonymous on-line transaction, wherein a form of on-line payment is requested at a transaction interface is disclosed. The method may include providing an anonymous user interface that enables a user to initiate an on-line payment, accessing a first profile comprising user data when the user activates the form of on-line payment, generating a second profile linked to the first profile wherein, the second profile comprises anonymous data, and communicating the anonymous data from the second profile to the transaction interface to enable completion of the transaction.

[illegible]